

AdvisorStream Builds Brand Credibility Through Licensed Content



AdvisorStream is an award-winning marketing platform that helps financial advisors grow their practices by building trust and credibility with clients through highly engaging and personalized communications. The platform uses content licensed from reputable publishers to help drive conversions and engagement for its user base.

The Value of Trustworthy Content

AdvisorStream was looking to expand its content offerings with high-quality, licensed articles. Delivering trustworthy content is important because it helps brands stand out amid the clutter. It drives brand credibility and provides users with valuable information that they won't soon forget. However, creating expertly written and engaging content can be an expensive endeavor. Content licensing allows brands to leverage high-quality journalism from reputable publishers to achieve the same results at a fraction of the cost.

The New York Times

Licensing Group

 advisorstream

AdvisorStream



Industry

Marketing Automation



Region

United States & Canada



Content Packages

**The New York Times
News Service, Harvard
Business Review**



Language

English

Reputable Journalism Drives Results

NYTLicensing provided AdvisorStream with a selection of premium articles from the world's best business publishers to fulfill its goal of expanding its content offerings. The platform added articles from The New York Times and Harvard Business Review for its users to curate for their communication needs. The content bolstered AdvisorStream's lineup of trusted resources and substantially enhanced its ability to deliver on one of the platform's core value propositions — helping advisors grow their book of business through lead capture.

**FROM JANUARY
TO JUNE 2020,
ADVISORSTREAM
REALIZED:**

200%

INCREASE IN VIEWS
FROM LICENSED
CONTENT

260%

INCREASE IN
LEAD CAPTURE
ON ITS PLATFORM

FEATURED CONTENT PACKAGES

The New York Times News Service

Tap into the expertise of The New York Times with in-depth analysis and features on the topics of your choosing. Select content feeds based on verticals that include health, science, technology and culture, or based on specific keywords, such as cities, names, brands and topics.

4-10 stories daily, paired with images as available.

Harvard Business Review

With a legacy of rigorous business scholarship, Harvard Business Review provides valuable insights and best practices to help readers lead more effectively. Provide audiences with in-depth reporting on management, entrepreneurship and leadership from one of the world's foremost authorities on business.

Up to 25 articles per month. Various services available.

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The New York Times
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